GOVERNMENT OF ANDHRA PRADESH
ABSTRAT

Agri Dept - Fertilizer – Dr. YSR Rythu Bharosa Kendralu (Dr.YSR RBKs) established across the state – Standard Operating Procedure for Fertilizer distribution through Dr YSR RBKs during 2023-24 – Approved – Orders – Issued.

AGRICULTURE AND COOPERATION (AGRI.III) DEPARTMENT

G.O.Rt.No.331 Dated:10.05.2023
Read:-

From the Special Commissioner of Agriculture, AP., Guntur, Lr No. AGC02-13022(31)/14/2023-FER SEC-AGRHOD, Dated:03.04.2023.

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ORDER:-

In the circumstances reported by the Special Commissioner of Agriculture, AP., Guntur in the reference read above, Government, after careful examination hereby approved the Standard Operating Procedure for Fertilizer distribution through Dr YSR RBKs during 2023-24, as annexed to this order.

2. The Special Commissioner of Agriculture, AP., Guntur, and the Managing Director, APMARKFED, AP., Vijayawada shall take further necessary action accordingly in the matte.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRDESH)

GOPAL KRISHNA DWIVEDI
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Special Commissioner of Agriculture, A.P., Guntur.
The Managing Director, APMARKFED, Ap., Vijayawada.
Copy to:
The PS to Hon'ble Minister for Agri & Coop.
The PS to Principal Secretary to Government, A&C Dept.

// FORWARDED :: BY ORDER //

SECTION OFFICER

Annexure to G.O.Rt.No.331A&C (AGRI.III) Dept Dated:10.05.2023

Standard Operating Procedure for Fertilizer distribution through Dr YSR RBKs during 2023-24

Andhra Pradesh Government has established 10778 RBKs *(One Stop Center for Farmers)* across the state with an aim to provide services of Agri & Allied sectors from ***"Seed to Sale"*** @ village by ensuring the availability of pre-tested quality inputs & various other schemes & services. The Dr YSR RBKs are identified as *brand neutral input store* for all agri inputs.

Preparedness for Distribution of Fertilizers:

It is planned to distribute **10.50 Lakh MTs** of all grade of fertilizers through Dr YSR RBKs during the year 2023-24. The Commissionerate shall assign district wise; grade wise fertilizer targets based on the consumption pattern of the districts during last three years. The DAOs shall prepare and communicate hub wise, mandal wise, RBK wise fertilizer targets for Kharif & Rabi seasons separately duly following the same analogy of previous years consumption.

Commissionerate of Agriculture, AP:

- The Commissionerate shall assign district wise annual targets based on the consumption of last three years.
- Coordinating with Department of Fertilizers, Govt. of India, manufacturing Companies and APMarkfed in placement of rakes for supply of required fertilizers to the district rake point.
- The Commissionerate has to conduct regional level workshops well before commencement of season, to sensitize all the concerned field functionaries up to MAOs on fertilizer supplies through RBKs and usage of various software applications / portals etc., for better management of fertilizers.
- The Commissionerate Agriculture &APMarkfed shall be in touch with the field functionaries to understand & resolve the issues related to the DBT application and CMAID App on real time basis.

Manufacturing companies:

- Company heads at state level shall coordinate with Commissionerate and intimate the stocks availability at different sources and tentative movement plan of every month well in advance.
- The company representatives must issue Release Order soon after accepting the Purchase Order raised by the APMarkfed to enable the it, in turn to raise the invoices to the RBKs.
- The representatives of Manufacturing companies shall inform the rake arrivals / quantities to be supplied to the districts as per supply plan well in advance to the rake officer concerned and DAOs.

Rake Officers:

- Rake officers concerned soon after receiving information from Companies / Department, intimate the probable date and quantities to be received to the

concerned DAOs and get the approved distribution plan for the allotted quantities.

- On receipt of stocks at rake point, Rake in-charge Officer shall monitor the distribution as per the allotment issued by District Agricultural Officer with the approval of District Collector / District Joint Collector.
- Rake officer should submit detailed report of the total quantity handled at Rail Head and the deviations if any from the approved plan to be intimated to the concerned DAOs.

District Agricultural Officer:

- The DAOs should prepare and communicate sub-division wise & product wise fertilizer targets to ADAs under copy to C&DA, AP, Guntur.
- The DAOs should mandatorily allot at least 50% of all grades of fertilizers arrived to the districts to the AP Markfed.
- Whenever the fertilizer requirement generated from RBKs, DAOs must give top- priority to supply the fertilizers to the RBKs through AP Markfed.
- The DAOs shall continuously monitor the indents placed Vs targets & see that distribution shall happen as per the plan.
- A Fertilizer monitoring cell should be formed at district level under the supervision of District Agricultural Officer for daily monitoring of Fertilizer distribution at RBKs. The names and phone numbers of the officials deputed to the monitoring cell has to be communicated to C&DA, AP, Guntur .
- The DAOs shall monitor the process of fertilizer distribution through RBKs randomly, to ensure that the supplies are made as per the requirement of the farmers.
- The DAOs are responsible for pre testing of fertilizers to be supplied to RBKs by coordinating with DMs of AP MARKFED and concerned Quality Control Officers at supply source i.e., Rail heads, Ports, Warehouse go downs and manufacturing units.

Assistant Director of Agriculture :

- The ADAs are the overall in charges for fixing the mandal wise targets before commencement of season and shall monitor the sales on weekly basis.
- The ADAs shall also monitor the availability of all grades of required fertilizers in the various RBKs of their jurisdiction and take necessary steps for positioning the stocks by coordinating with the DMs of AP MARKFED.
- The ADAs should conduct weekly meetings with all the concerned including Hub Managers to review mandal wise performance and progress of fertilizer distribution i.e., requirement Vs indents; supply situation; sales; cash remittances; iFMS balances vs physical balance. And also resolve the problems raised by the RBK incharges / MAOs for smooth & continuous supply of required fertilizers in all RBKs.

Hub Managers :

- Should assist the ADA in achieving the targets assigned to the Sub-division.
- The Hub Managers are responsible for the indenting, positioning, sale etc of total fertilizer & other stocks required in each one of the RBKs in their jurisdiction.

- Accountable for monitoring of stocks received, sales, collection and remittances to the nodal agencies through virtual accounts and acknowledgement of sales in iFMS.
- Perform any other work entrusted by the ADA for smooth distribution of fertilizers through RBKs.

Mandal Agriculture Officer:

- The MAOs should re-allocate the grade wise mandal allocation among the RBKs in their jurisdiction duly considering the cropping pattern & potential of the village(s), well in advance before commencing of the season.
- All required grades of fertilizers as per the requirement of the farmers shall be made available in all RBKs of their Jurisdiction on time, in coordination with the ADA® concerned.
- The MAOs has to continuously monitor the fertilizer requirement, target, indents, supplies and sales in all RBKs & see that there shall not be any adverse comments by farmers / local leaders and press on unavailability of fertilizers.
- The MAOs shall monitor fertilizer sale in *CMAID app* (*markfer.ap.gov.in*) and DBT application i.e., ePOS sales in IFMS (*https://dbtfert.nic.in*) in all RBKs of their jurisdiction & there shall not be any difference between the stock balance as per iFMS& on ground.
- The MAOs should monitor cash transactions made by the RBK incharge and ensure that the amounts are remitted regularly to AP Markfed.
- The MAOs shall visit all RBKs in their jurisdiction at least once in a month, verify the requirement of the village Vs indents, stock arrivals, sales, cash remittances, stock balance in iFMS Vs physical stock on ground and submit a report to the higher authorities.
- The MAOs are responsible for achievement of mandal targets month wise and season wise. They are advised to change the targets among RBKs, based on the potential & farmers response, so as to achieve the mandal targets.

Incharge RBKs:

- On receipt of grade wise annual targets from the MAO, the RBK Incharge shall prepare grade wise, month wise strategy for achieving the targets assigned to the RBKs, based on the cropping pattern, potential etc., & same shall be communicated back to the MAO.
- Fertilizer shall be indented through KOISK / CMAID by the RBK incharge after taking grade wise indents from farmers at RBKs.
- Stocking of fertilizer in good storage condition and should see that no damage of the fertilizers received by RBK incharge.
- Shall give awareness to the famers in the Village about the availability of various grades of fertilizers and their MRPs & update the stock & price board on daily basis.
- RBK in charge should encourage digital payment for the purchased fertilizer, however manual payment mode also made available to the farmers for limited period. The amounts collected from manual sale must be deposited in AP MARKFED account with the help of B.Cs available in the villages.
- On receipt of the amount from the farmer either in cash or through any available UPI modes & after the completion of the recording the sale in in

both CMAID app (markfer.ap.gov.in) and DBT application i.eePOS sales in iFMS.(https://dbtfert.nic.in) theIncharge shall deliver the fertilizer to the farmer.

- Should ensure that the physical stock should be tallied with IFMS stocks.
- Shall maintain stock register and payments registers.
- Being implementing Officer at RBK level, RBK incharge is responsible for any lapses in the Fertiliser Distribution process at village level.

AP MARKFED:

- The APMarkfed shall procure and maintain buffer stocks of **2.0 LMT of Urea, 0.50 LMT of DAP, 0.35 LMT of Complexes, 0.10 LMT of MOP & 0.05 LMT of SSP** to avoid any hardship to the farmers in addition to the pre-positioned fertilizer quantities in RBKs and PACS.
- As the RBKs are the storage points in villages for APMarkfed, these storage spaces must be utilized for pre-position of fertilizers to reduce the cost of storage space as well as cost of secondary transport by APMarkfed.
- The District Managers of APMarkfed, in coordination with DAOs should plan for preposition of required fertilizers at every RBK to a minimum of **20 MTs** *(based on the expected cropped areas & season)*
- As far as possible, fertilizer must be transported directly from rail head / manufacture plant / port to the storage points of RBK, PACS by the AP Markfed during off season in addition to the designated buffer quantities of the districts.
- AP Markfed being the Nodal Agency for supply of fertilizers, it is essential to make necessary arrangements for making MOUs with Manufacturing companies of major grades fertilizers and also micronutrients, gypsum & water-soluble fertilizer supplying companies.
- AP Markfed shall organize coordination meeting with all DMs along with DAOs in the presence of the Commissioner Agriculture once in season / Month to resolve the issues at field level.
- AP Markfed should take responsibility to collect the sale proceeds from RBKs as frequent as required by arranging money collecting persons / taking the help of B.Cs duly coordinating with local LDMs so as to avoid late payments or even any possible misappropriation at RBK level.
- Accessibility of storage points in villages is different, which has got direct impact on the expenditure of unloading. Hence, the APMarkfed shall fix for the unloading charges for each RBK. Before commencement of the season, along with the MAOs, the DMs may be instructed to visit & assess accessibility of each RBK & fix the unloading charges.
- Whenever, on anticipation of huge leftover stocks during the stocks, the AP Markfed shall arrange for internal transport of stocks from one RBK to another RBK, where there is requirement, to facilitate the liquidation before the closure of the season.
- AP Markfed being the Nodal Agency for supply of fertilizers through RBKs, need to provide stock registers & to take steps to paint stock & price boards (painted black boards) as per E.C Act.
- AP Markfed should pay incentives on fertilizer sales on monthly basis to the department. to meet the logistic expenditure.

- APMARKFED should ensure that the fertilizer physical movement to RBKs should be carried out along with CMAID portal invoicing/DC irrespective of Company FOL or MARKFED FOL.

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